

## PROCLAMATION

Whereas, there has been an increased awakening on the part of the general public throughout the nation that proper dress is fundamental to our business and social progress, and

Whereas, it is recognized that the textile and apparel industries play an extremely important part in the economy and well being of our country, giving employment to large numbers, and

Whereas, our men's wear stores and the men's wear sections of our department stores are bulwarks in our communities, sparkling attractive, and stimulating our citizenry to high ideals; and

Whereas, the men's wear merchants invariably are among the leaders in their communities to which they contribute much, servicewise, philanthropic-wise, as well as business-wise,

Therefore, be it resolved that in view of the importance of proper dress for the nation, and in recognition of the high position in our communities occupied by our men's wear executives, I hereby declare that the week of APRIL 13th, 1958 should be known as: "DRESS RIGHT WEEK" in the State of South Dakota and I call upon all those in the State to pay particular attention to their dress for this week, and to make it a personal program of their own to be governed in their daily lives by the slogan calling for "Dress For The Occasion".

*Clara Hall*  
Secretary of State

*Val Lee*  
Governor of South Dakota

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